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FIG. 1

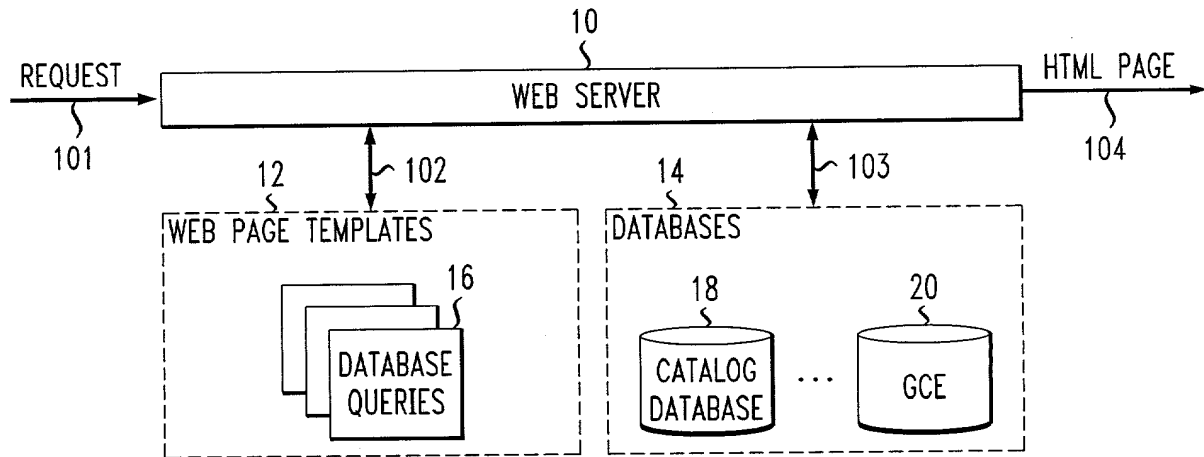
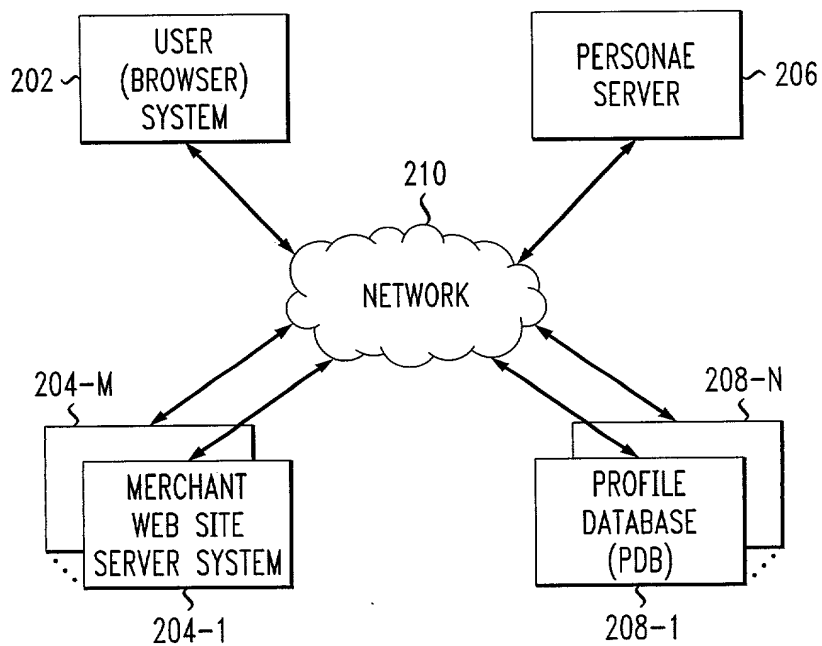


FIG. 2

200



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FIG. 3A

302

Persona Server

blmhfabian-pc.research.bell-labs.com

has requested a persona for you, in order to  
customize its web content to that persona.  
What would you like to do?

304 ☐ Select a persona

306 ☐ Deny this request

308 ☐ Deny all persona requests until further notice

Go

FIG. 3B

310

Persona Server

Please enter your account and password

314 account:

316 password:

312 ☐ Create account for me

Login Cancel

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FIG. 3C

318

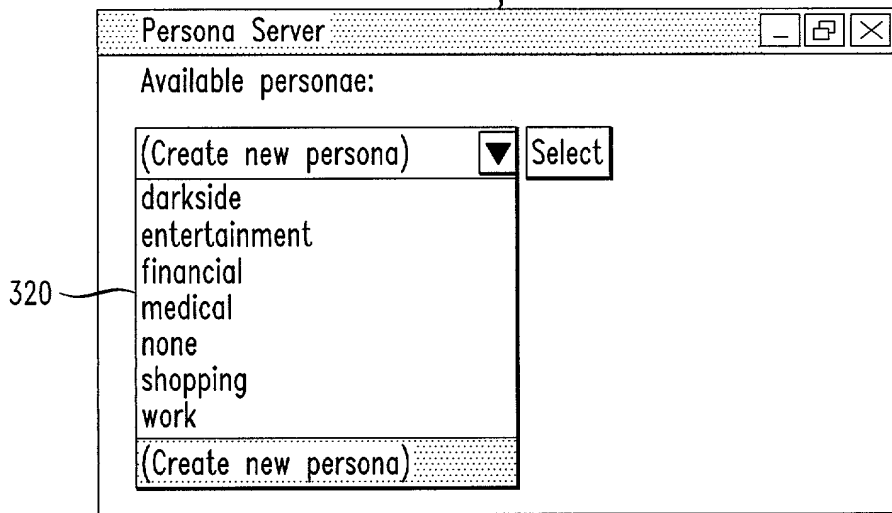
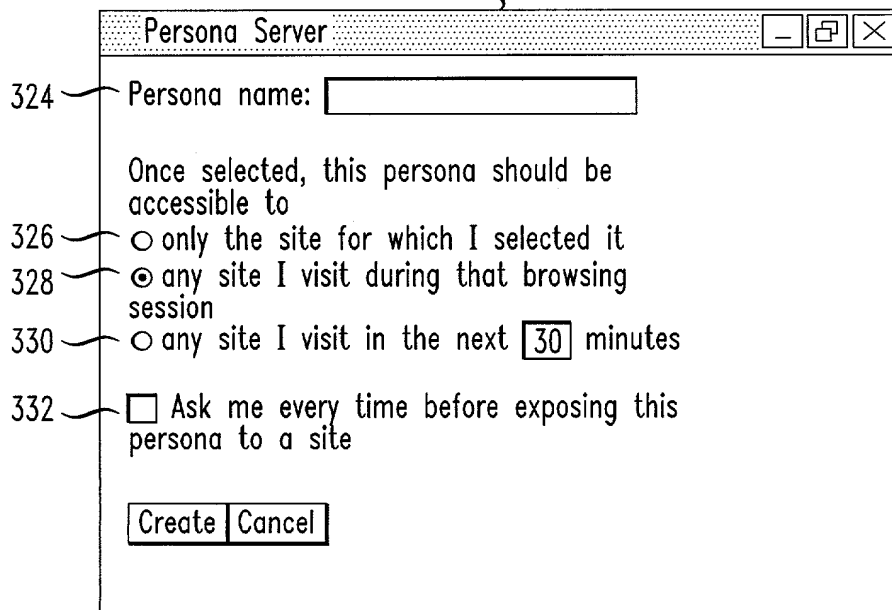


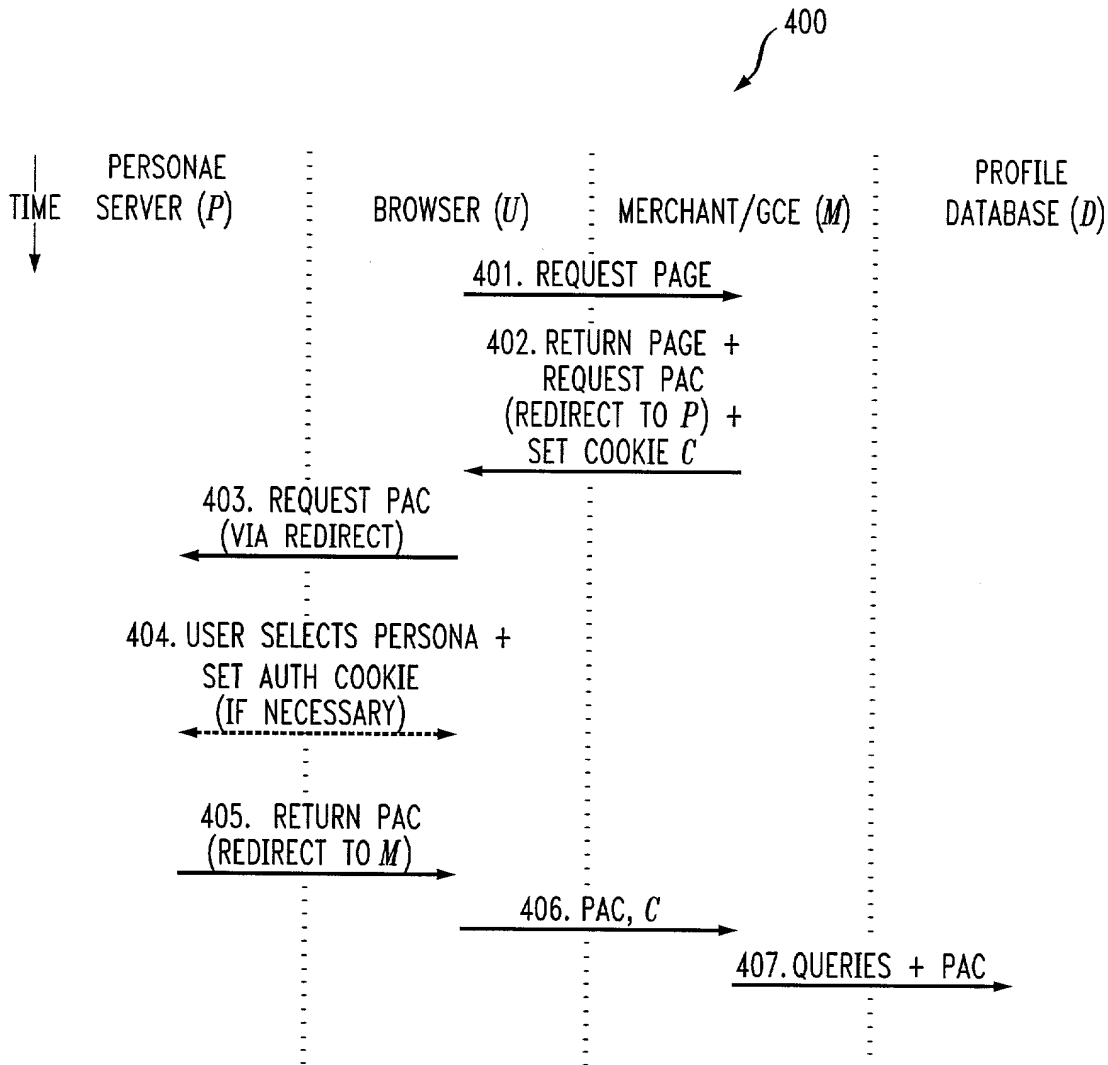
FIG. 3D

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FIG. 4



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FIG. 5

500

	FIELD	TYPE
508	INFO: EGYPT	<i>STRING</i>
510	STR:	<i>INTEGER</i>
506	TAINTED BY: $A_1 \dots A_n$	<i>POINTERS TO RECORDS</i>
502	ATS: $\max(\text{STR}, \text{ATS}(A_1), \dots, \text{ATS}(A_n))$	<i>INTEGER</i>
504	CLASS[0]: (friends)	<i>SET OF MERCHANTS</i>
	⋮	⋮
	CLASS[STR]: (enemies)	<i>SET OF MERCHANTS</i>

FIG. 6A

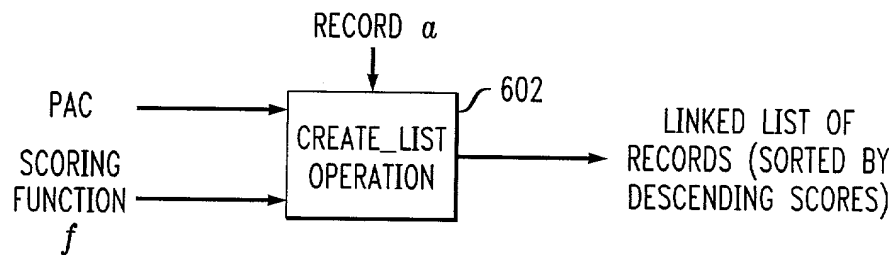
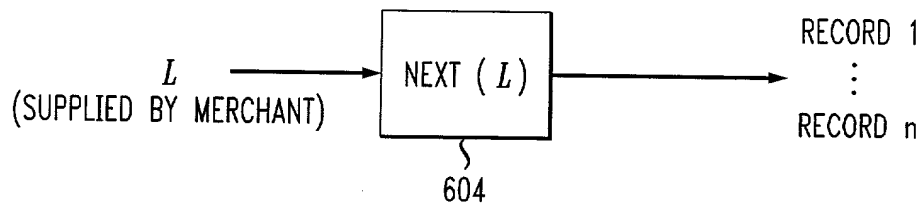


FIG. 6B



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FIG. 7

700

Merchant Group Creation

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Printer Security Stop

http://www.genesis.com/

Administer group: noncompetitors for Genesis Sport

Business Groups: diveshop

Add individual merchants to group

All merchants:

- Ocean Diveshop
- L. L. Bean
- Amazon
- Genesis
- Travelocity

Add selected merchants

Add or delete merchants from group that:

Are this type:

- music
- men's clothing
- toys
- children's clothing
- travel

ADD

OR

DELETE

But not this type:

- music
- men's clothing
- toys
- children's clothing
- travel

Delete selected merchants from group

Merchants in group:

- L. L. Bean
- Amazon
- TechBooks
- BarnesAndNoble
- Travelocity

Delete selected merchants

Select collaboration affinity

Collaboration affinity

strongest

0 1 2 3 4 weakest

Document Done

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FIG. 8

